



## EXPERIENCE LAB

### Kicking off in Milan: the first Italian event dedicated to indie cosmetics

Milan 25-27 April 2019  
Villa Quarzo, Porta Nuova | Milano

*Milan, 12 March 2019* – It's almost time for **Experience Lab**, the first international event dedicated to niche cosmetics and well-being, that will be held **from April 25-27** at **Villa Quarzo**, the prestigious location in the trendy Porta Nuova district, not far from The Mall, where the 11<sup>th</sup> edition of Esxence – The Scent of Excellence - the international event dedicated to artistic perfumery - will be taking place in the same period.

The cosmetics sector has historically been dominated by large multinational companies, but it is currently being impacted by changes in consumer behavior that are having a profound influence on the market. Experience Lab has been created to respond to the **new demands of an increasingly informed and conscious public**, attracted by all that is healthy, organic and clean.

Experience Lab is the first Italian B2B and B2C event where you can discover the most interesting products and services in the beauty and well-being sector from around the world, a laboratory of ideas where the sector's operators and the most important international buyers and retailers can interact with the market's most innovative realities and meet their founders, who will have the chance to share their stories and the concept that led them to create their own brand.

The brands have been selected through careful scouting work encompassing diverse research channels, including social media, which are increasingly important as a breeding ground for emerging talent. The event's goal is to discover the most innovative beauty and lifestyle companies worldwide, introducing them to an audience of operators and enthusiasts and providing a springboard for these up-and-coming realities. Experience Lab will be held in a place that's intentionally different from the classic trade fair, with an atmosphere characterized by large spaces, great windows, gardens and terraces looking out on the Milanese skyline. The natural light that floods the villa's four floors not only proposes a new model for the exposition spaces, specifically designed to transmit homogeneity and naturalness, but gets the most value out of the brands - undisputed protagonists of this event - by enhancing and highlighting their products.

Over the three days, there will also be an extensive program of workshops and lectures from sector experts in a conference hall set up especially for the occasion.

For further information visit: <https://experiencelabmilano.com/>

**Entry free of charge, upon registration on [www.experiencelabmilano.com](http://www.experiencelabmilano.com)**

Open to business operatives all three days of the event

Open to non-business visitors on Saturday

Opening hours: from Thursday to Saturday from 10.00 a.m. to 6.30 p.m. (last admission at 6.00 p.m.)

**EQUIPE INTERNATIONAL PRESS OFFICE** – Tel. +39 0234538354

Antonella Nasini [antonella.nasini@equipemilano.com](mailto:antonella.nasini@equipemilano.com)

Agnese Paris [agnese.paris@equipemilano.com](mailto:agnese.paris@equipemilano.com)

Giuditta Amisano [giuditta.amisano@equipemilano.com](mailto:giuditta.amisano@equipemilano.com)

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